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| --- | --- | --- |
| Kind of Viewer | Primary | Secondary |
| Education | High school/some college | College/University |
| Professional Experience | Working man/woman | Student/worker |
| Job Responsibilities | Providing for family | Providing for family |
| Personal Characteristics | Independent, aware, quiet, frugal, cautious | Independent, vaguely ignorant/unaware |
| Personal Preferences | Prefers to stay in the background | Willing to make a stand if provoked |
| Cultural Characteristics | Prefers to stay in the background, but is one of the many that determines the path of history | Involved and informed |
| Attitude Toward the Photographer | May not know photographer | Some interest |
| Attitude Toward Subject | Standoffish, ambivalent, afraid | Interest and curiosity |
| Expectation about the Subject | Political, “much bigger than me/what I can handle” | Political, shock value |
| Expectation about the Photograph | Shock value, repulsive | Shock value, intriguing, repulsive |
| Reasons for Viewing the Photograph | Morbid curiosity | Morbid curiosity |
| Way of Viewing the Photograph | Skim it, do a double-take and study it | Skim, then study, attempt to analyze |
| Viewer Skill | Non-critical examination/analysis | Capable of analytical examination |
| Viewer’s Physical Environment | City environment | School environment |